WHAT IS CLAIMED IS:

1. A method, comprising:

inputting, by a user, consumer information into a user interface, the consumer

information consisting of a set of data describing a consumer specified by the user;

5   translating, by a computer system, the consumer information into a digital

portrait;

determining, by a computer system, usage patterns and product purchase patterns

of the user over a predetermined time period; and

updating, by a computer system, the digital portrait based upon the determined

10 usage patterns and product purchase patterns.

2. The method of claim 1, wherein the consumer information comprises personality

indicators corresponding to personality aspects of the consumer.

15 3. The method of claim 2, wherein the personality aspects include predetermined

personality aspects to which weights are assigned that correspond to the inputting.

4. The method of claim 1, wherein the user interface comprises a plurality of

personality selector means with which the user can assign weights to predetermined

20 personality aspects according to the user's perception of the consumer's personality.

5. The method of claim 4, wherein the user interface further comprises a personality

profiler means for presenting to the user a representation of one or more of the

personality aspects of the consumer according to the corresponding weights currently assigned by the user to the aspects.

6.   The method of claim 5, wherein the representation comprises at least one of a two dimensional graphic and a three dimensional graphic including graphical elements that are accentuated or subdued according to the corresponding weights currently assigned by the user to the aspects.

7.   The method of claim 1, wherein at least one of the personality aspects and the personality selector means corresponds to at least one of an ethnicity, culture and age of the user.

8.   The method of claim 1, wherein at least one of the personality aspects and the personality selector means corresponds to at least one of an ethnicity, culture and age of the consumer.

9.   The method of claim 1, wherein the translating includes applying a mathematical algorithm to create a set of digital values corresponding to personality aspects of the consumer.

10.   A system, comprising:

a networked device means including a user interface that is capable of accepting

consumer information from a user, the consumer information including a set of data

5   describing a consumer specified by the user;

a consumer portrait tool means, coupled to the networked device means via an

interconnected network, for translating the consumer information into a mathematical

form;

a consumer portrait analyzer means, coupled to the consumer portrait tool means,

10   for creating a digital consumer portrait from the mathematical form; and

a usage monitor means, coupled to the consumer portrait analyzer means, for

determining usage patterns and product purchase patterns of the user over a

predetermined time period, and for providing the determined usage patterns and product

purchase patterns to the consumer portrait analyzer for updating the digital consumer

15   portrait.

11.   The system of claim 10, wherein the consumer information includes weighted

personality aspects of the consumer.

20   12.   The system of claim 10, further comprising a storage means for storing a

plurality of predetermined digital consumer portraits to form a portrait gallery controlled

by the user.

13.   The system of claim 10, further comprising a storage means for storing a

pointer to specific components of a digital consumer portrait to form a silhouette.

14.   A method, comprising:

5   obtaining, via an interconnected network, user intent data from a user;

            obtaining a consumer portrait, the consumer portrait representing a set of data

describing a consumer specified by the user;

            obtaining at least one product portrait, each product portrait representing a set of

data describing a product and a vendor associated with the product;

10   determining at least one matching product, the matching product having a product

portrait which substantially matches the consumer portrait and the user intent data; and

            identifying, via the interconnected network, the at least one matching product to

the user.

15   15.   The method of claim 14, further comprising:

            sending, to the vendor associated with the at least one matching product, a

purchase transaction for the at least one matching product, the purchase transaction

including at least a portion of the set of data describing the consumer specified by the

user;

20   monitoring a status of the purchase transaction; and

            providing the status of the purchase transaction to the user.

16.   A method, comprising:

obtaining user purchase request criteria from a user;

obtaining a consumer portrait, the consumer portrait representing a set of data

5   describing a consumer specified by the user;

obtaining at least one product portrait, each product portrait representing a set of

data describing a product and a vendor associated with the product;

determining at least one matching product, the matching product having a product

portrait which substantially matches the consumer portrait and the user purchase request

10   criteria;

sending, to the vendor associated with the at least one matching product, a

purchase transaction for the at least one matching product;

monitoring a status of the purchase transaction; and

providing the status of the purchase transaction to the user.

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17.   A system, comprising:

a networked device means including a user interface means capable of accepting,

from a user, a purchase request criteria;

storage media means, coupled to the networked device via an interconnected

20   network, for storing the user purchase request criteria, and for storing a predetermined

digital consumer portrait and a predetermined digital product portrait;

purchasing agent tool means, coupled to the storage media, for generating a

purchase transaction, the purchase transaction directing a vendor associated with the

digital vendor portrait to provide a product associated with the digital product portrait to a consumer associated with the digital consumer portrait; and

wish fulfillment monitor means, coupled to the purchasing agent tool means and the networked device means, for monitoring the purchase transaction and providing to the

5   user, via the user interface means, a status of the purchase transaction.

18.   A method, comprising;

storing a plurality of product descriptions on a computer system, each product description corresponding to a product provided by a vendor;

10   storing a plurality of consumer descriptions on a computer system;

receiving, by a computer system, user intent data and a specific one of the plurality of consumer descriptions; and

determining, by a computer system, at least one said product with a product description which substantially matches the user intent data and the specific one of the

15   plurality of consumer descriptions.